

County of San Diego Community Transformation Grant



Community Transformation Grants (CTG)

To create healthier communities and halt the spiraling health care costs of preventable chronic diseases

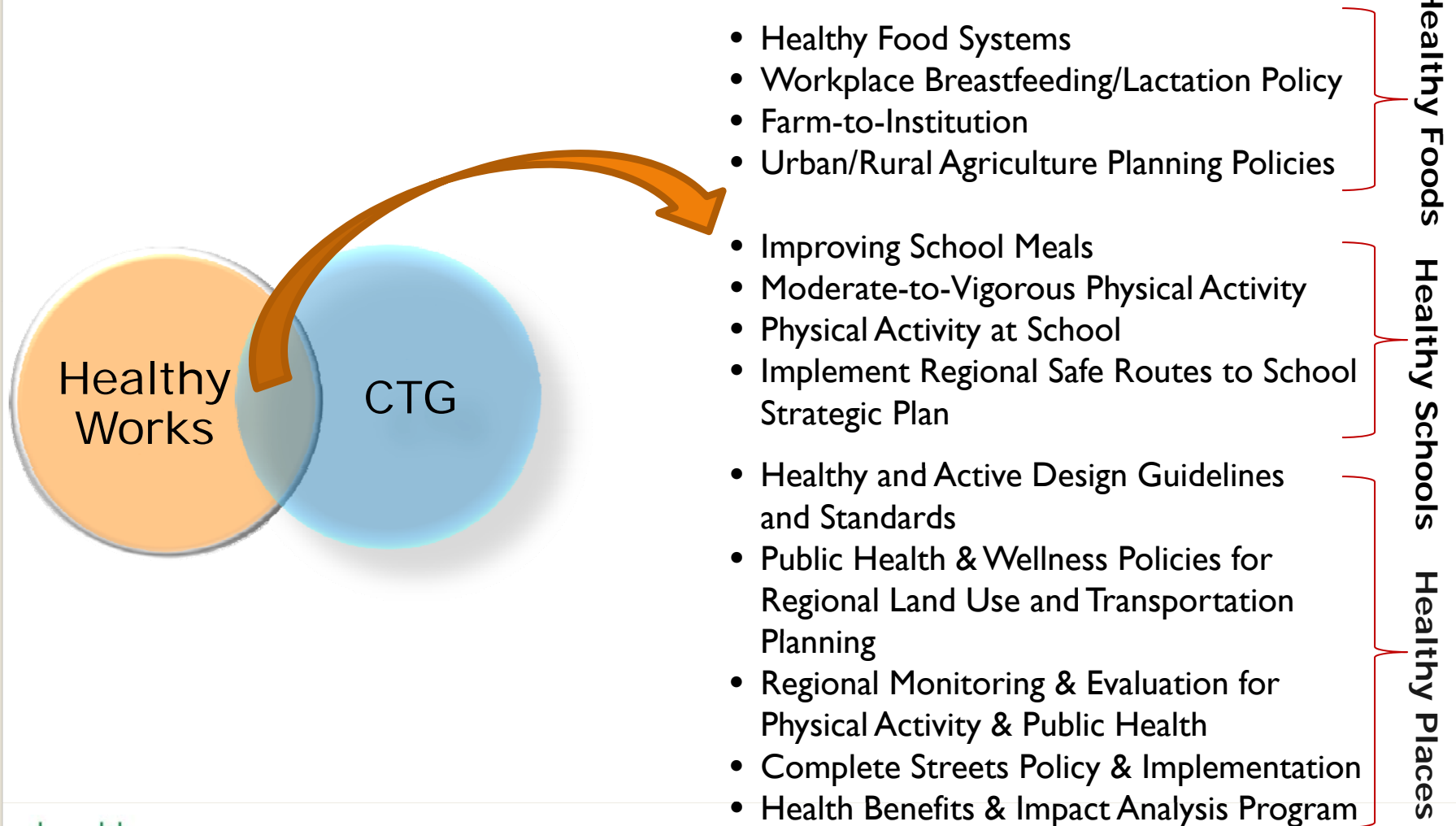
- Funding authorized by Prevention and Public Health Fund of Affordable Care Act of 2010
- Grants awarded to 61 states and communities serving approximately 120 million Americans
 - 29 large counties, 24 states, 7 tribes, and 1 territory
- Total of approximately \$103 million distributed in 5-year grants
- SD County only one of 13 CPPW recipients to receive an award

Guiding Principles

Goal is to help improve population health, reduce health disparities, and lower health care costs

- Three guiding principles behind the Community Transformation Grant (CTG):
 - Maximize health impact through prevention
 - Advance health equity and reduce health disparities
 - Expand the evidence base for local policy, environmental, and infrastructure changes that impact health

Sustainability for CPPW



Strategic Direction #1

Tobacco Free Living

- **Goal:** Prevent and Reduce Tobacco Use
 - **Strategy/Interventions:**
 - Protect from second-hand smoke
 - Worksite policies
 - Procurement policies
 - Increase smoke-free, multi-unit housing *
- * Contract: RFP for \$200,000



Strategic Direction #2

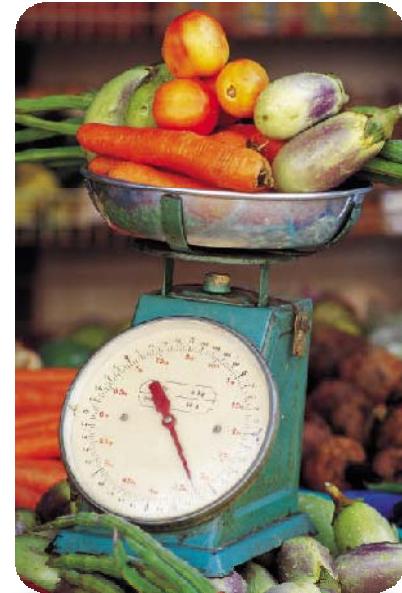
Active Living and Healthy Eating

- **Goal:** Prevent/Reduce Obesity, Increase Physical Activity; Improve Nutrition in Accordance with the Dietary Guidelines for Americans 2010.



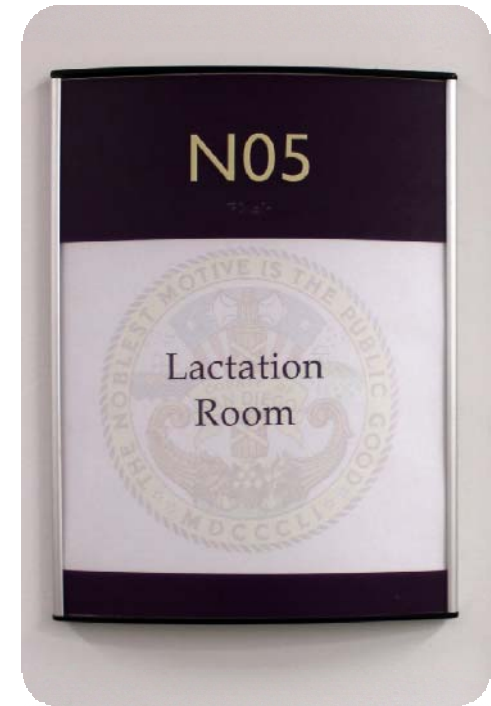
Strategic Direction #2

- **Strategy/Interventions:**
 - Increase availability/affordability of foods
 - Healthy Food Systems
 - Farm to Institution
 - Urban/Rural Agriculture Planning Policies
 - Contract: RFP for \$300,000
 - Improve school nutrition
 - Quality of school food (increase produce and decrease sodium)
 - Contract: Sole source (SDUSD) for \$150,000



Strategic Direction #2

- **Strategy/Interventions:**
 - Increase initiation and duration of breastfeeding
 - Workplace Lactation – worksite lactation policies
 - Hospital Lactation – baby-friendly or CDPH guidelines per SB 502
 - Non-contracted services



Strategic Direction #2

- **Strategy/Interventions:**

- Improve quality and amount of Physical Education/Physical Activity
 - Moderate to Vigorous Physical Activity in Physical Education
 - Physical activity during the school day
 - Contract: RFP for \$150,000
- Increase Physical Activity opportunities in the community
 - Safe Routes to School Strategic Plan
 - Public Health & Wellness Policies for Regional Land Use & Transportation Planning
 - Regional Monitoring & Evaluation for Physical Activity & Public Health
 - Contract: Sole source (SANDAG) for \$300,000



Strategic Direction #3

Clinical Preventive Services

- **Goal:** Increase control of high blood pressure and high cholesterol
 - **Strategy/Interventions:**
 - Provide training and technical assistance
 - Control high blood pressure and cholesterol *
 - Workforce Wellness
- * Contract: RFP for \$230,000



Strategic Direction #4

Social and Emotional Wellness

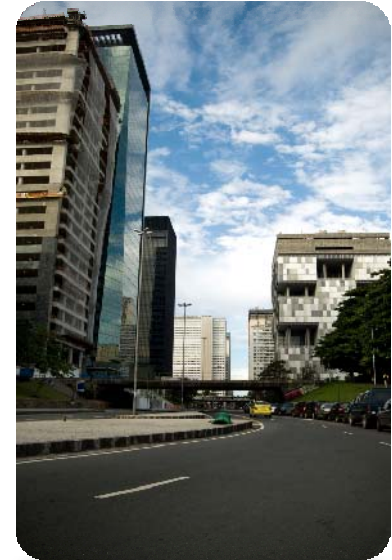
- **Goal:** Increase child and adolescent health and wellness
- **Strategy/Interventions:**
 - Promote Effective Parenting
 - Nurse Family Partnership
- Non-contracted services



Strategic Direction #5

Healthy and Safe Physical Environment

- **Goal:** Increase bicycling and walking for transportation and pleasure
- **Strategy/Interventions:**
 - Establish community design standards for safe streets
 - Complete Streets Policy & Implementation
 - Healthy Design Guidelines
 - Establish protocols to assess community health and wellness
 - Health Benefits & Impacts Analysis (HIA) program
- Contract: Sole source (SANDAG) for \$200,000



Live Well, San Diego!

Vision

A County that is Healthy, Safe, and Thriving

- Building a Better System
- Supporting Healthy Choices
- Pursuing Policy and Environmental Changes
- Improving the Culture from Within

